

ISSUE 10 I MAY/JUNE I 2010

Upstream Dialogue



Alberta is **Energy**

Recognizing the contribution of oil and gas to Alberta's economy and our communities allows us to address the important relationship between a healthy, thriving industry and our quality of life.

CAPP and eight Alberta-based business associations have launched 'Alberta is Energy,' a community building initiative to raise awareness about the important role the oil and gas industry plays in the lives of Albertans.

Similar activities will follow in B.C. and Saskatchewan. This is one element of CAPP's broader communication program.

► Learn more about Alberta is Energy

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Alberta is Energy

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Oil Sands: Earning Our Voice

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Relationships behind the Resource

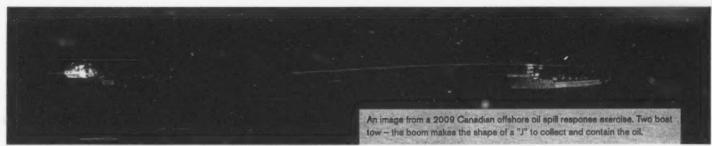
Check out the faces at the 2010 Steward of Excellence Awards dinner. read more

Learn how a rural Alberta elementary class has flourished after their Energy in Action Day in 2007. read more

Innovation and Technology

What do you get when you strap a GPS device to a toad? Valuable information about how industry activity impacts the environment of course! read more

Industry Practice and Regulations read more



Industry in the News

Gulf of Mexico spill

On April 20, 2010 a fatal explosion on the Deepwater Horizon offshore drilling rig operating in the Gulf of Mexico off the coast of Louisiana resulted in a fire that sank the rig and is causing a large-scale oil spill. Eleven rig workers are presumed dead and 17 others were injured in the explosion. The oil spill, originating from a well 1,500 metres below sea level, is currently discharging significant quantities of crude oil. To date, efforts to stop the leak have been unsuccessful.

Companies operating in the Canadian offshore oil and gas industry understand it's our responsibility to minimize safety risks and all possible effects of operations on the environment. Canadian industry is highly-regulated. Operators focus on preventing incidents and developing spill response plans should an incident occur. We take this responsibility very seriously.

The Canadian offshore industry will fully consider the learnings from this incident and make any changes that may be appropriate for Canadian operations.

- Learn more about offshore drilling in Canada.
- Access CAPP Publication, Spill Prevention and Response in Atlantic Canada.
- Access CAPP Publication, Emergency Planning and Response in Atlantic Canada.

News Highlights

Rebranding the oil sands April 21, 2010, CBC The National

- Watch this broadcast hosted by Wendy Mesley that contrasted the environmental activist and the oil sands industry's approach to communication.
- ▶ Read <u>CAPP'S response</u> sent to CBC The National on April 23, 2010.



Animal deaths in oil sands targeted

April 9, 2010, Calgary Herald

- ▶ Read this article by Jamie Komarnicki.
- Read <u>CAPP's response</u>, <u>Protecting wildlife</u>, printed in the Calgary Herald on April 15, 2010.

Oilsands water plan raises fears for river

April 8, 2010, Calgary Herald

- Read this article by Dan Healing, with files from Jamie Komarnicki
- Read the <u>response from Nexen's Piere Alvarez</u>, printed in the Calgary Herald on April 12, 2010.

Tar Nation Game targets Harper, Ignatieff

March 22, 2010, cbc.ca

Read this article that includes <u>CAPP's response</u> to an online game hosted on the Polaris Institute website.

MYTH_{vs} FACT

MYTH:

CBC The National recently featured a story highlighting an environmentalist video. Statements in the video include: Canada's oil sands are the "Largest and most destructive project on planet earth" and "Toxic sacrifice zone the size of England".

FACT.

The area currently disturbed by oil sands surface mining is approximately 600 square kilometres, which is less than the size of the City of Edmonton (670 square kilometres).

The majority of surface land that covers Canada's oil sands deposits will NOT be impacted by mining. Only three per cent of the oil sands surface area (that's about three per cent of the area the size of England) can ever be mined.

Furthermore, reclamation of mined areas continues across the life of an operation. Today approximately 12 per cent of the area disturbed since mining began in the 1960s has been reclaimed.

- ➤ Read <u>CAPP's full response</u> to CBC the National.
- ► Learn more about land-use in Canada's oil sands.



"We've got so much going for us in Alberta," she says. "As a province of hardworking entrepreneurs and visionaries, we've become a national economic leader. Having a strong oil and gas sector is absolutely crucial to our achieving and retaining that position."

Alberta is Energy

On April 7, 2010 CAPP president Dave Collyer and representatives of eight Alberta-based business associations launched 'Alberta is Energy,' a community-building initiative to raise awareness about the important role the oil and gas industry plays in the lives of Albertans.

"It's about engaging Albertans so that there is a line of sight to the economic benefits that are contributed by our industry and to the environmental and social responsibility that is being demonstrated by our industry on a day-to-day basis," Collyer said in a speech to the Calgary Chamber of Commerce.

"Why? As one of our CAPP members frequently reminds me, 'You can't expect to win on the road if you can't win at home.' 'Alberta is Energy" is about winning at home."

Over the next several months Alberta is Energy will take the form of communication and discussions via websites, social and mainstream media, engagement of company employees, and at town hall-style meetings. Similar activities will follow in other petroleum producing provinces such as Saskatchewan and British Columbia.

Alberta is Energy is supported by nine associations representing more than 3,500 businesses, many of which produce or deliver services related to oil and gas development.

"The oil and gas industry in Alberta is one of the largest contributors to the Canadian economy," said Roger Soucy, President of the Petroleum Services Association of Canada. "When commodity prices and activity is down so are the tangible benefits such as government revenues and jobs, both of which contribute to our overall quality of life."

Alberta is Energy is supported by: Canadian Association of Petroleum Producers, Small Explorers and Producers Association of Canada, Petroleum Services Association of Canada, Canadian Association of Oilwell Drilling Contractors, Canadian Association of Geophysical Contractors, Canadian Energy Pipeline Association, Calgary Chamber of Commerce, Canadian Manufacturers and Exporters and Alberta Enterprise Group.

- ▶ Read the full news release announcing Alberta is Energy.
- Dave Collyer announced Alberta is Energy at a Calgary Chamber of Commerce event on April 7, 2010. Read Dave's speech titled, <u>Our World has Changed.</u>
- Access the <u>Alberta is Energy website</u> and learn more about this community-building initiative.

ALBERTA BUSINESS OWNER Ken McCagherty, West Energy Ltd.

"On any project that comes in, when you think about going out and drilling, you start with scouting, surveying, consultation with land owners. I mean, it is amazing how many people we touch."

Read Ken's story.

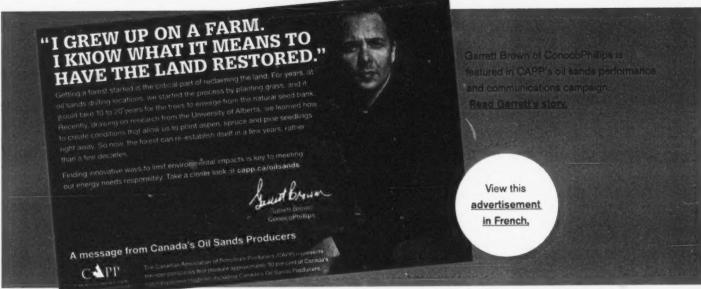
ALBERTA BUSINESS OWNER Tyrone Brass, Bazik Electric.

"When you monitor how we've been doing, you see that Aboriginal businesses rise as industry ramps up. You can actually draw a straight line to increased activity in the oil sands and increased activity in Aboriginal businesses."

Read Tyrone's story.



Watch a video to learn more about Alberta is Energy



26%

In 2008, Energy accounted for 26 per cent of all Canadian exports.

Read more oil sands facts.

39% better

GHGs from oil sands have declined 39 per cent per barrel from 1990 to 2008.

Read more oil sands facts.

Regulated

Of the top five sources of oil to the United States, the biggest energy market in the world. Canada is the only country that currently has GHG regulation in place and which has signed the Copenhagen Accord.

Read more oil sands facts.

Performance ads aim to educate

On May 31 a very visible part of the Canadian oil sands industry's ongoing oil sands performance and communications initiative began with print advertisements in several of Canada's daily newspapers.

Our discussions with CAPP members, industry employees and other stakeholders over the past several months are strongly supported by wider-research that indicates Canadians want see environmental performance improvement. They also want to hear more from Canada's oil sands producers. Our advertising program attempts to address both those needs.

Oil sands producers are under no illusion about the scale and scope of our performance or communication challenges. While we have a solid track record of performance improvement, we also know we have a long road ahead.

That said, we are heartened by recent poll data [\$\infty\$ sidebar] indicating that Canadians want to hear from us and, more fundamentally, that the majority (about 75%) believe the best goal for the oil sands is not to stop development but to ensure development occurs with efforts to limit environmental impacts.

Asking Canadians

Canada's producers know that's possible and we want to ensure oil sands development moves forward in a manner consistent with the expectations of most Canadians – improving environmental performance, contributing to economic prosperity for all Canadians and providing secure and reliable energy supplies.

In March and April 2010 CAPP surveyed the opinions of 2,600 people living in Montreal, Ottawa, Vancouver and Toronto, The research was conducted by Harris Decima.

> Read the research findings.

Our overall objective is to encourage an informed, considered and constructive dialogue about oil sands and our energy future.

- Learn more about Canada's oil sands and this campaign.
- ► Get in on the oil sands discussion.

This advertising program being undertaken by oil sands producers is one element of a broader effort.

▶ Learn more about what else our industry is doing to improve our engagement with stakeholders and the public, both in Canada and internationally.

RESPONSIBLE CANADIAN ENERGY



Employee Perspectives

Risk that paid off

Name: Bryan Heltenbaum

Title: Exploitation Leader, Northwest Region

Company: Devon Canada Corporation

Years of Experience: 10

Location: Based in Calgary

Best Part of the Job; "Being given enough rope to get innovative and creative and hopefully not hang myself with it."

Success Story: Changed the standard industry practice of pumping fresh water underground as part of frac process to using saline water instead.

As engineers at Devon were preparing to start work at Dunvegan, an older natural gas field in northwest Alberta, they realized they would have to pump about three million litres of fresh water down each of 100 new wells [** sidebar] as part of a new fracing process [** sidebar].

"As we crunched the numbers and realized just how much water we were putting into one well, and then projected if we do 100 more of these like we want to, wow, that's a lot of water!" recalls Bryan Helfenbaum, an engineer and Devon Canada's Exploitation Leader, Northwest Region.

Instead of using fresh water and chemicals to create a gelled frac fluid to send down the wells, Helfenbaum and his team started looking for a better solution.

➡ Fracing

Short for hydraulic fracturing, fracing is a technology that involves pumping a water-sand mixture (or a similar fluid) into underground rock layers where oil or gas is trapped. The pressure of the fluid creates tiny fractures in the rock. The sand holds open the fractures, allowing the oil or gas to flow up the well.

Source: American Petroleum Institute

⇒ 3,000,000 litres/well

Using saline water at Dunvagan eliminated the need for 3,000,000 litres (793,000 gallons) of fresh water per well.

The Dunvegan play was near a Devon-owned natural gas plant that processes huge volumes of salt water. Rather than disposing that water underground, Helfenbaum wanted to use it for the Dunvegan wells. He just had to find a chemical additive that would produce a gel frac substance with produced water instead of potable water. Devon's frac supplier called around and finally found a lab in the U.S. that had tested their product a few times.

"It was exciting but it was actually a little bit terrifying because it came two days before we were going to pump the operation," says Helfenbaum. "It was already costing about \$500,000 a day, and by throwing in this little twist would we inadvertently shoot ourselves in the foot?"

Aside from water savings [sidebar], there were other, related benefits. Because the salt water was close by, there was less truck traffic through the town of Fairview, reducing the disturbance for residents, decreasing emissions and saving wear on the roads. The new chemical also saved money because less of it was needed than traditional methods.

"It was a win win," says Helfenbaum. "As we were thinking about it, we realized if we don't do it this time and end up with a success we're going to be in this perpetual 'don't touch anything' perspective. So better to try it at the beginning and hope that it works."

- Read more about Bryan's story.
- ▶ Bryan was recently listed as one of <u>Oil Week's 2010</u> <u>Rising Stars</u>.
- See what else Devon has been doing to improve its environmental performance.















1. Jessica Wilkinson (left), Apache Canada Ltd., and Dione McGuinness, ConocoPhillips Canada 2. Russell Koehler (left) and Ralph Wieler (centre), both of Cenovus, with Paul Hilferty, Talisman Energy Inc. 3. Deborah Yedlin, Calgary Herald business columnist and the evening's emcee 4. Andrew Wisewell, former CAPP Chair 5. Calgary Mayor Dave Bronconnier (left) with Tony Rino, CAPP's web and social media guru 6. Garry Melrose of BP Canada (centre), accepts the President's Award from Cassie Doyle, Deputy Minister of Natural Resources Canada, and Dave Collyer, CAPP President 7. Hon. Ronald Liepert, Minister of Energy, Government of Alberta and the event's keynote speaker 8. Janet Annesley, CAPP Communications VP and Richard Dunn, EnCana 9. Travis Davies, CAPP Manager of Media and Issues and Erin Davies, StatOil 10. Maureen McCarthy (left), Calgary Stampede, with Diana Walls (centre) and Nicole Collard both of PennWest Energy Trust

Relationships behind the Resource

2010 Steward of Excellence Awards Dinner



On March 15, 2010 Canada's Upstream oil and gas industry came together at the Westin Calgary to celebrate the CAPP 2010 Steward of Excellence Awards recipients. The event was packed with the who's who of industry, government, industry stakeholders, and CAPP member employees all dedicated to celebrating leadership in environmental, social, and health and safety performance. At the event CAPP announced Responsible Canadian Energy[™] (RCE), an industry performance program that provides a platform from which industry can demonstrate and communicate continuous performance improvement to Canada, and to the world.

Watch for updates about next year's awards program and celebration dinner in future issues of Upstream Dialogue and ReCAPP.

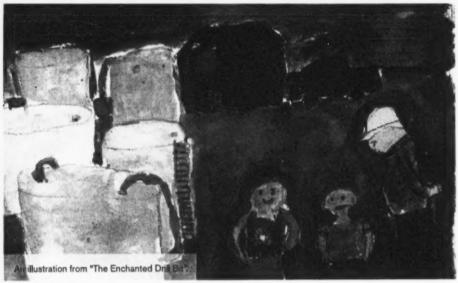
- ► Check out the 2010 Steward of Excellence Award recipients.
- Learn more about Responsible Canadian Energy.

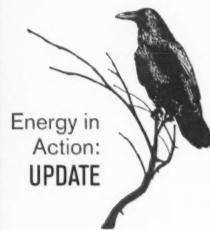






RESPONSIBLE CANADIAN ENERGY





Relationships behind the Resource

Planting the seeds of opportunity

Elementary school teacher Janice Jensen and her students at Tilley School in Tilley, Alberta have taken environmental sustainability to a new level since CAPP's Energy in Action program visited their community three years ago.

On Tilley's Energy in Action day in May 2007, students and oil and gas industry volunteers built indoor greenhouses that they use to grow food and flowers to raise money for the local food bank. The event also sparked a long lasting relationship between the school and companies that operate in the area.

Jensen saw the Energy in Action program as a window of opportunity. "A strong relationship with Enerplus and BP Canada was built that day and it has continued to this day," she said. Since Energy in Action, Janice has worked closely on a variety of projects with BJ Arnold, Stakeholder Relations Advisor, and Lorne Schmidt, District Foreman, both of Enerplus. "It wasn't just a one day event for them, they have stayed actively involved. The students get very excited when Lorne and BJ come to visit."

Lorne and BJ have judged the school energy fair, spoke to the grade 3/4 class every year about oil and gas in the Tilley region, and they have continued to support the school's environmental projects supplying donations for rechargeable batteries, greenhouses and compost bins.

Most recently, with advice from CAPP's Energy in Action program, Janice and her students took advantage of BP Canada's A+ for Energy grant and got more support from Enerplus to write, illustrate, and publish "The Enchanted Drill Bit," a children's book about the oil and gas industry and its products. The school will continue to seek industry support for environmental initiatives such as installing low-flow faucets and toilets in the washrooms so teachers, parents and students can learn more about the decisions everyone can make to reduce water and electricity use.

"It's a privilege to work with a school that has such a passion for learning," said Enerplus' Arnold. "Enerplus is looking forward to continuing its relationship with the entire Tilley community for many years to come."

Since 2004, 52 companies and more than 1,629 company volunteers have participated in Energy in Action events in 49 communities across Canada. Together they have planted nearly 4,700 trees and shrubs, and taught close to 5,000 students about energy resources and the benefits of careful resource development.

Learn more about the Energy in Action program.

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GROWING CANADA'S ENERGY

CAPP OIL & GAS INVESTMENT SYMPOSIUM

Bringing together Canada's oil and gas producers with institutional investors and analysts from Canada, the United States, and around the world.

СФРР смилим мноситом

http://is2010.oapp.oa



Energy in Action was on the road for the month of May. Stay tuned for a recap of the 2010 events in the July/ August issue of Upstream Dialogue.

Watch a video to learn more about Energy in Action





Innovation and Technology

Tuning in to toads

Scientists are strapping tiny radios to toads in Northern Alberta to see where they go and understand how they respond to industry fragmenting their habitat in Northern Alberta ponds.

Brian Eaton, a scientist with the Alberta Research Council, is studying both habitat fragmentation – the altering of the natural environment – that arises because of industrial activity on the landscape, and borrow pits [*sidebar].

It's important to see how toads survive when they start life in a borrow pit because the boreal toad (named for the area it lives in) is probably the most sensitive of the amphibian species in the area, says Eaton. "So, if you protect habitat that supports the boreal toad you are probably going to help other amphibian species as well." The toads need very particular habitat — first in the water and later on land — in order to survive.

From 2007 to 2009, Eaton and his team headed out to borrow pits in the

spring and followed radio-tagged toads throughout the season. "We catch as many toads as we can and track the ones big enough to carry radios," says Eaton.

By following the toads and recording their locations with a GPS, Eaton can see how adult toads react to habitat fragmentation related to industrial activity, such as road building.

By watching the health of growing toads in borrow pits, he can determine whether the pits help toads by providing extra breeding grounds or whether these pits are ecological traps. Either way, the research will provide important information about habitat needs and importance or impact of manmade features.

Eaton and his team will have completed their data analysis by late 2010. They plan to publish scientific papers based on the research and present it at various conferences.

Support for this research was provided by Shell Canada, the Manning Diversified Forestry Research Fund, North American Waterfowl Management Plan, Alberta Conservation Association, Alberta Sport, Recreation, Parks and Wildlife Foundation, Daishowa-Marubeni International Ltd., Alberta Sustainable Resource Development, and the University of Alberta.

- Find out more about <u>Brian Eaton and</u> the Alberta Research Council.
- Learn more about monitoring Alberta's biodiversity.

Borrow Pit

A borrow pit is the shallow open pit that's formed when energy companies remove soil to make roads. The hole fills up with water naturally and will eventually become naturalized. **Industry Practice and Regulations**

BC Oil and Gas Activities Act

British Columbia's new (OGAA) will support a thriving and innovative oil and gas industry and promote and maintain safe, environmentally and socially responsible development of oil and gas resources.

OGAA is meant to simplify and modernize the regulatory framework in the province by consolidating and updating the Oil and Gas Commission Act (OGC Act), the Pipeline Act, and operational aspects of Petroleum and Natural Gas Act (P&NGAct).

The B.C. government passed OGAA in May of 2008 and it will come into effect once all the regulations have been completed and approved. This involves extensive engagement with affected parties including CAPP and other industry associations, environmental organizations, First Nations, government ministries, landowners, and other groups.



To help prepare for the new regulations, BC's Ministry of Energy, Mines and Petroleum Resources is offering OGAA Pre-Implementation Training. The training will include information on all the regulations, and provide opportunities for participants to clarify and apply their understanding of the OGAA regulatory requirements.

Training sessions will be offered in Calgary June 15 – 17, 2010, and in Fort St. John on June 22 – 24, 2010.

Learn more about <u>British Columbia's Oil and Gas Activities</u> Act and register for training.

Alberta competitiveness review update

In early March, Premier Ed Stelmach reaffirmed his stance on delivering a higher standard of competitiveness to Alberta's oil and gas industry.

"Alberta is recognized around the world as a leader in technical innovation and development of energy resources," the premier said in an official announcement. "It is our goal to regain competitive ground and be one of the most competitive places in North America for oil and gas investment. Alberta's regulatory system needs to be more integrated, more practical and more efficient."

On May 27, Government announced the fiscal details coming out of the competitiveness review. Improving Alberta's oil and gas investment climate, maximum royalty rates were lowered, an existing up-front five per cent royalty

feature was made permanent and transition timelines were established.

The government realizes that Alberta has many advantages including a skilled workforce, extensive infrastructure and vast resources. However, all of these factors can be overshadowed by an inefficient or duplicative regulatory system.



The government's project aims to review the current system to remove excess red tape and create an efficient framework that supports technological innovation while maintaining and enhancing environmental and safety outcomes.

Recommendations will be presented at the end of 2010. Industry and stakeholders will be directly engaged along the way with CAPP already playing a leadership role in coordinating industry feedback.

- ➤ Read the Government of Alberta's May 27 news release titled Alberta stimulates new energy investment.

 new technologies.
- Read <u>CAPP's full response</u> to the May 27 policy announcement.
- Learn more about the <u>Alberta</u>. Government's competitiveness review.

Industry Practice and Regulations (continued)

Alberta Land-use Framework updates

Alberta's Land-use Framework consists of seven strategies designed to improve land-use decision-making in the province. Strategy 1 is to develop regional land-use plans for each of the seven new land-use regions and updates to Strategy 1 include:

Lower Athabasca Region Land-use Plan

The multi-stakeholder Regional Advisory Council for Lower Athabasca has submitted its advice to the Alberta Government on how to support oil sands development while ensuring a system for regional cumulative effects management for air as well as surface and groundwater.

The Ministerial Working Group is reviewing this advice and will decide the next steps in drafting and consulting on the Regional Plan. Consultation will start in the fall of 2010 with the aim to complete the plan by year end.

South Saskatchewan Region Land-use Plan

The Regional Advisory Committee is expected to complete its advice for this southern section of Alberta by June, 2010. The plan for drafting the regional plan and completing consultation may change to accommodate consultation on the other strategies.

The other six strategies – each of which is in various stages of development or implementation – are:

Strategy 2 - Create Land Use Secretariat and Regional Advisory Councils



Strategy 3 - Manage cumulative effects on land, water, and air regionally

- Strategy 4 Conservation and stewardship on private and public lands
- Strategy 5 Promote efficient use of land to reduce the footprint of human activities
- Strategy 6 Establish information, monitoring and knowledge system to contribute to continuous improvement of land use planning and decision making

Strategy 7 - Inclusion of Aboriginal peoples in land-use planning

- Learn more about Alberta's Land-use Framework.
- Read the latest edition of <u>The LUF Quarterly (February 2010</u>). This publication, provided by the Land Use Secretariat, provides regular updates on the status and implementation of the Land Use Framework.



Atlantic Accord Acts

CAPP participated in information sessions in April in Halifax and St. John's to discuss proposed amendments to the Atlantic Accord Acts that will incorporate an occupational health and safety regime for the offshore.

The discussions included representatives from Natural Resources Canada, offshore petroleum boards in Nova Scotia and Newfoundland and Labrador, Nova Scotia's department of Energy, Newfoundland and Labrador's department of Natural Resources, and the departments of labour in both provinces.

The amendments will replace the current system used by the offshore petroleum boards to administer occupational health and safety with a legislative framework under the Accord Acts.

The amendments will assign responsibility to the various stakeholders and establish a series of measures to prevent incidents, accidents, and injuries in the course of employment in the offshore.

The proposed amendments to the Accord Acts are expected in the fall session of the federal and provincial legislatures.

Learn more about the Atlantic Accord Acts.

Canadian Association of Petroleum Producers (CAPP)

The Canadian Association of Petroleum Producers (CAPP) represents companies, large and small, that explore for, develop and produce natural gas and crude oil throughout Canada. CAPP's member companies produce about 90 per cent of Canada's natural gas and crude oil. CAPP's associate members provide a wide range of services that support the upstream crude oil and natural gas industry. Together CAPP's members and associate members are an important part of a \$110-billion-a-year national industry that provides essential energy products. CAPP's mission is to enhance the economic sustainability of the Canadian upstream petroleum industry in a safe and environmentally and socially responsible manner, through constructive engagement and communication with governments, the public and stakeholders in the communities in which we operate.

If you would like to receive this newsletter directly from CAPP, email your request to upstreamdialogue@capp.ca.

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